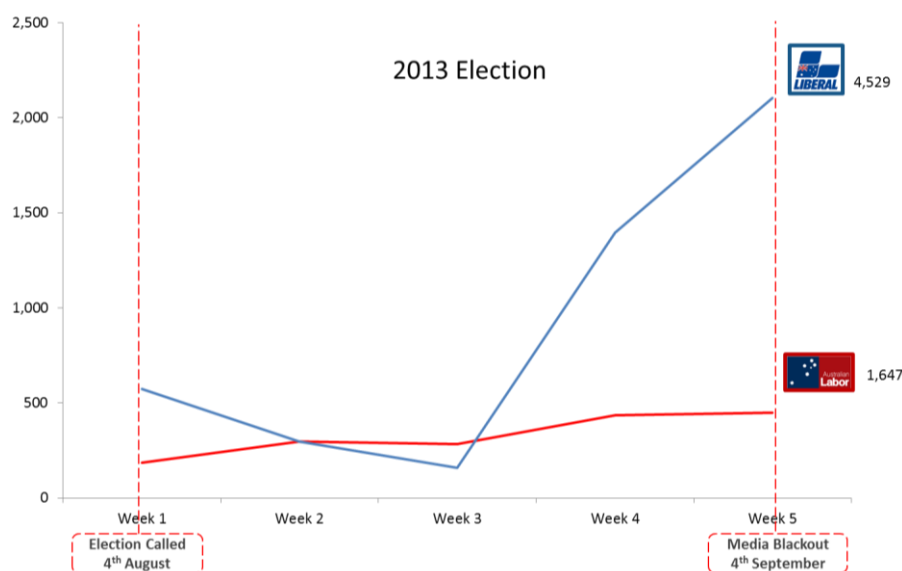
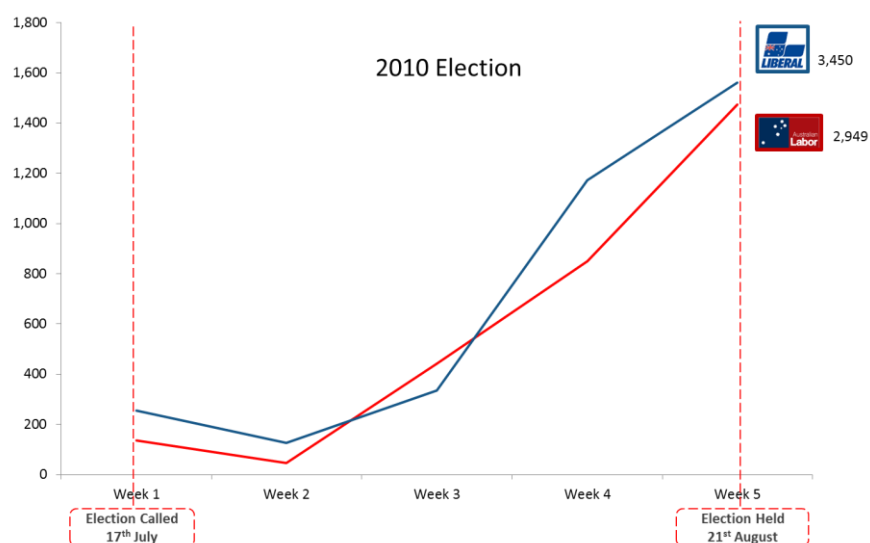


Australian Political Election Advertising Campaign

(Data analysis for the period 5th August –6th September)

For TV, Press & Radio advertising across the 5 week election campaign for the major Australian cities, the **Liberal party has spent \$6.75m** and the **Labor Party \$4.04m**.

When comparing the total TV activity for the 2013 campaign against the 2010 campaign, the Liberal party increased the number of commercials run on TV by 15% whilst the Labor party decreased their activity by almost 50%.



Note: All data referenced in this summary includes 5 major city Metro activity (TV, Press, Radio coverage). Does not include Secondary channels, Regional Media or Subscription TV

On TV, the Liberal party outspent the Labor party by nearly 4:1 in the final few days

Week 5 of the advertising campaign is a short week for political advertising on 'electronic media' (TV & radio) where a blackout is enforced from midnight on Wednesday, September 4. Even with the short week, the final two weeks dominated the advertising period spend accounting for 76% of Liberal and 52% of Labor activity

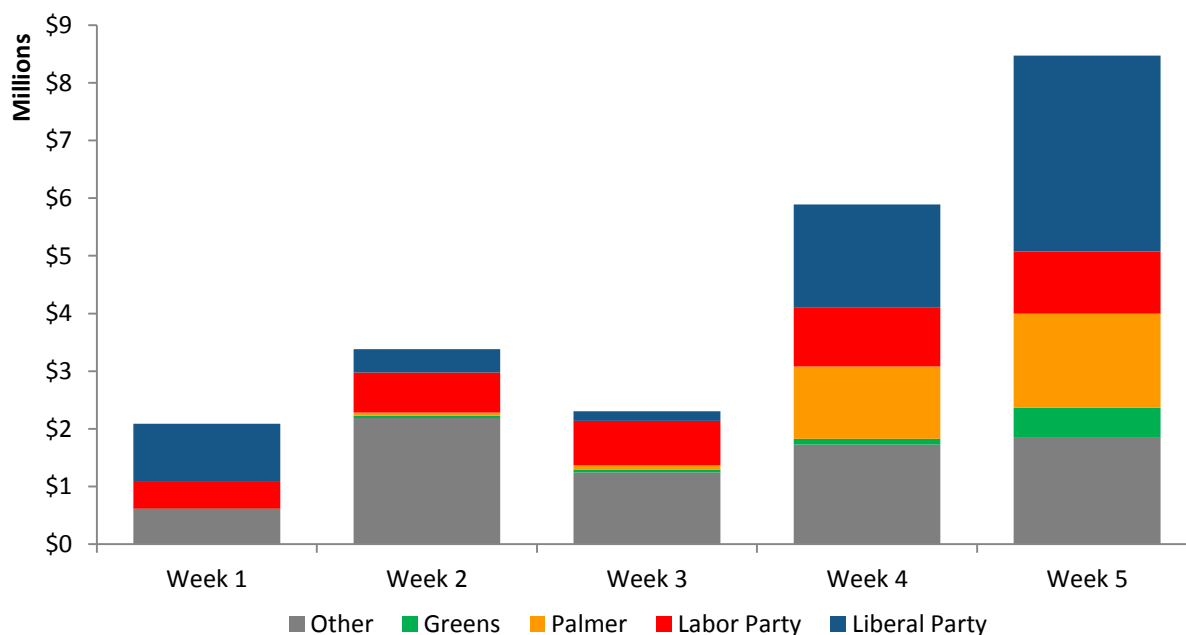
Below chart includes TV, Press and Radio spend data

Week	Liberal	Labor	Palmer	Greens	Total
1	15%	12%	0%	0%	10%
2	6%	17%	2%	6%	8%
3	3%	19%	3%	7%	7%
4	26%	25%	42%	14%	29%
5	50%	27%	54%	74%	46%

Note – Week 5 in the above summary represents only 4 days for TV and Radio and 6 days for Press

Media	Liberal	Labor	Palmer	Greens
TV	\$5,570	\$3,080	\$2,228	\$593
Press	\$927	\$201	\$135	\$106
Radio	\$252	\$760	\$657	\$16
Total	\$6,750	\$4,040	\$3,021	\$714

Week to Week Spend by Major Parties + All Other



Note: All data referenced in this summary includes 5 major city Metro activity (TV, Press, Radio coverage). Does not include Secondary channels, Regional Media or Subscription TV

Spend and Volume by Political Party/Trade Union/Pressure Group

Party/Trade Union/Pressure Group	2013 Ad Spend (TV, Press & Radio)	2010 TV Events (FTA TV Only)	2013 TV Events (FTA TV Only)
Liberal Party	\$6,750	3,450	4,563
Labor Party	\$4,040	2,949	1,672
Palmer United Party	\$3,021	NA	1,529
Australian Salary Packaging Industry Association	\$1,480	NA	844
Australian Petroleum Production and Exploration Association	\$1,235	NA	592
Greens	\$714	531	767
ACTU	\$555	1,376	648
GetUp	\$525	638	456
Australian Education Union	\$468	NA	NA
WWF	\$457	NA	101
NSW Teachers Federation	\$363	NA	NA
Independent Retailers of Australia	\$352	NA	NA
NSW Nurses and Midwives' Association	\$303	113	272
VACC	\$251	NA	NA
The National Tertiary Education Union	\$233	NA	273
Australian Automobile Association	\$175	NA	NA
CFMEU	\$170	22	NA
Family First	\$151	114	180
Australian Conservation Foundation	\$85	NA	NA
State School Teachers Union Of W.A	\$81	NA	NA
Australian Unions	\$75	NA	137
The Nationals	\$73	NA	43
National Union of Workers	\$63	NA	NA
Nick Xenophon	\$60	NA	66
Rise Up Australia Party	\$53	NA	242
Australian Sex Party	\$46	10	81
Keep Australia Fishing	\$36	NA	28
United Voice	\$28	NA	NA

Note: All data referenced in this summary includes 5 major city Metro activity (TV, Press, Radio coverage). Does not include Secondary channels, Regional Media or Subscription TV

Top TV Commercials for the 5 week period (000's)

Commercial Name	Party/Group	Spend (\$000's)
Revolution	Palmer United Party	\$1,782
Captain Chaos	Liberal Party	\$1,267
Who's Next?	Australian Salary Packaging Industry Association	\$1,093
Our Plan	Liberal Party	\$1,060
You Lose	Labor Party	\$999
Our Contract	Liberal Party	\$741
Joe Hockey - Better Budget Management	Liberal Party	\$665
Trail of Disaster	Liberal Party	\$573
Carbon Tax	Liberal Party	\$510
Why Trust Tony Abbott?	ACTU	\$388
Most Important Choice For A Generation	Liberal Party	\$362
A New Way	Labor Party	\$341
Threat To Jobs	Aust. Petroleum Production and Exploration Assoc.	\$324
Mr Abbott's Priorities Are Wrong	Labor Party	\$307
Threat To Tax	Aust. Petroleum Production and Exploration Assoc.	\$287
Quotes From Tony Abbott	GetUp	\$287
Labor Greens Spring Clean	Liberal Party	\$266
Better Schools Plan	Labor Party	\$254
Vote Smart - Students On Shoulders	The National Tertiary Education Union	\$215
Beyond The China Mining Boom	Labor Party	\$209

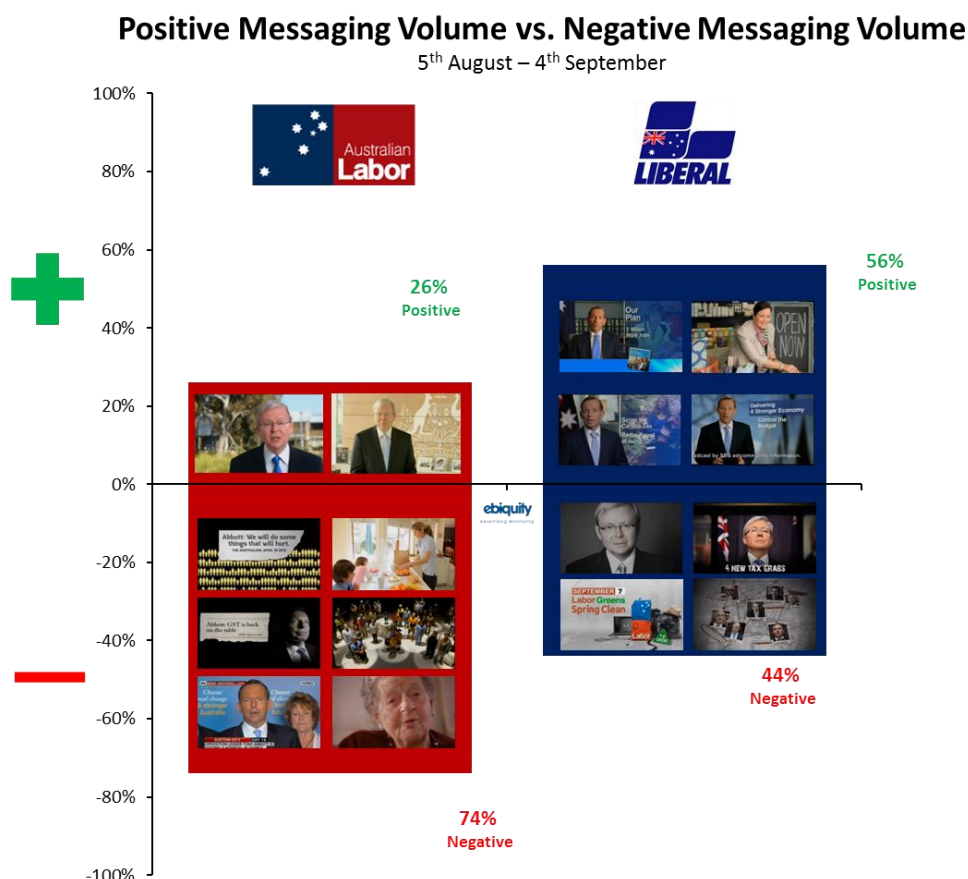
Note: All data referenced in this summary includes 5 major city Metro activity (TV, Press, Radio coverage). Does not include Secondary channels, Regional Media or Subscription TV

Both parties have run a similar number of commercials - 28 for Labor and 26 for Liberal – but the messaging content has been very different.

Labor led the charge with negative advertising in the first few weeks of the advertising campaign; however, the Liberal party has closed the gap in the past week.

Although the Labor Party has run more types of negative TV Ads, the Liberal Party have put more negative commercials to air.

Party	Distinct Creative				Total	Number of Events				Total
	Positive		Negative			Positive		Negative		
Labor	7	25%	21	75%	28	423	26%	1,228	74%	1,651
Liberal	16	62%	10	38%	26	2,533	56%	2,022	44%	4,555



Note: All data referenced in this summary includes 5 major city Metro activity (TV, Press, Radio coverage). Does not include Secondary channels, Regional Media or Subscription TV